

# AdamsMorgan MainStreet Group, Inc.

Combining Diverse Pieces to Make a Beautiful Puzzle



## Newsletter

August/September 2006

**FREE**  
**28<sup>th</sup> ANNUAL**



**Adams  
Morgan  
Day**



**Sunday, September 10, 2006**

**12pm – 7pm**

**18th St. NW btw. Florida Ave. and Columbia Rd.**

**INTERNATIONAL CULTURAL STREET FESTIVAL**



### Smart Parking Meters Arriving in Adams Morgan



What are those strange metal boxes that have sprouted on 18<sup>th</sup> St? These are the new, solar-powered, multi-space parking meters that will take both coins and credit cards, and generate a receipt. DDOT (District Department of Transportation) is expanding their "Multi Space Meter" pilot

project area to Adams Morgan.

Each of these state-of-the-art parking meters manages parking spaces and loading zones within a one-block area. The goal is to save sidewalk space and have greater efficiency, utility, and fewer repairs. One Multi-Space Meter will control approximately 10 to 12 parking spaces.

One result of the use of these meters is more efficient use of available parking area. As described by DDOT, since each space is not the same by being "measured" between specific meters, and cars may utilize only the amount of space necessary for vehicle size, there will be less wasted space as each driver maximizes space. DDOT estimates that a potential 15% increase in available parking might be achieved.

According to DDOT Acting Director Michelle Pourciau, "These innovative, cutting-edge technology meters are part of the Department's overall plan to provide better service at less cost to the taxpayers, while increasing parking availability and sidewalk space."

The new meters will dispense coupons or tickets that are to be placed on the dashboard of the parked car, and visible through the windshield. The tickets will show the expiration

time. "The goal is "to free up space because the sidewalks are so crowded," explains DDOT's Director of Communications, Karyn LeBlanc. During Adams Morgan Main Street's two day Transportation Charette and in DDOT's 18<sup>th</sup> St Transportation Study, more sidewalk space and more parking were the top issues.

Other benefits are increased turnover of parking spaces, ease of payment, and exceptional reliability. The meters, which are already in use in Europe, some American cities, and Georgetown, look something like automatic teller machines, and, according to DDOT, will be intelligent enough not to vend tickets during rush hours when parking is prohibited, and to "phone home" when they need service. This wireless communication reports any maintenance issue for faster repair times. The solar power reduces the need for battery replacement.

Each machine face features a digital display, providing the user with transaction information. Payment options include United States coins and bills, as well as bank and credit cards. No



This type of sign will be located all along the block

foreign currency is accepted. Initial results from use in Georgetown have been positive.

The new machines are billed as "easy to use, modern, tough and smart." Directly operated by DDOT, it works regardless of weather conditions, and its two-way communication immediately alerts DDOT of any malfunctions, which are projected to be much fewer than the old style meters. Installed in phases, when all the new meters are installed, the old ones will be removed, and new signage installed.

DDOT plans to have the Adams Morgan smart meters operational on Monday, August 28 and the old meters removed within 48 hours of the "operational turn on." The current work schedule calls for removal of the old meters the previous weekend on August 26 and 27<sup>th</sup>.

A project of DDOT's Transportation Services Administration under Doug Noble, DDOT has an online survey for comments and suggestions at: <http://www.ddot.dc.gov/> -Click on "Parking", then "Parking Meter Online Survey Feedback", then "New Parking Meter Products Survey"



The machine itself will be under this sign.

Visit Us Online! · [www.AMMainStreet.org](http://www.AMMainStreet.org)

p.1

# AdamsMorgan MainStreet Group, Inc.

Combining Diverse Pieces to Make a Beautiful Puzzle



## Newsletter

August/September 2006

### Idle Times in Adams Morgan



A book is a garden, an orchard, a storehouse, a party, a company by the way, a counselor, a multitude of counselors. ~Henry Ward Beecher.

In this age of impersonal mega-chain bookstores and online commerce,

Adams Morgan is fortunate to have a treasured mom 'n pop book shop in its midst. Idle Time Books opened its doors in our neighborhood in 1981 and has remained a fixture since. This September, the store will celebrate its 25<sup>th</sup> years as Adams Morgan's celebrated second-hand bookseller.

Owner Jacques Morgan, originally from Virginia, was an avid book collector in his youth. As an undergrad at Bowling Green State University, he worked for five years in the school library. After graduation, he continued to collect books and work in second-hand bookshops, and the used-book trade. Meanwhile, he amassed a huge comic book collection. In 1975, he moved to Adams Morgan, where he's lived ever since.

Val, his wife and co-owner, had departed her native New Zealand and was traveling around

the world when she stopped in the District and met Jacques through mutual friends. Val had a business and marketing background. Jacques, of course, knew books. Together, with their combined expertise, they opened Idle Time Books in 1981 at 1723 Columbia Road, and then rented 2410 18<sup>th</sup> St (now Toro Mata.)

In 2002, with \$100,000 from the Sotheby sale of Jacques comic book collection, they made the down payment for the building they are in today, at 2467 18<sup>th</sup> Street, NW, becoming first time owners of their business space.

Jacques and Val reside in quarters above the shop with their Russian Blue cat, Minou.

Idle Time Books spans two elongated floors and a mezzanine, with rows and rows of contemporary and vintage volumes covering a world of topics and ideas. The stock is replenished daily with volumes kept in storage. Among the 40,000 titles, best sellers include cookbooks, children's books, mysteries, literature, and general fiction.

Fodor's, the world-renowned travel gurus, lists Idle Time Books in its online guide as a destination bookseller in DC, which "sells 'rare to medium rare' books with plenty of meaty titles in all genres, especially out-of-print literature." Some recent titles spied in the store include the Encyclopedia of Philosophy, The Alice B. Toklas Cookbook with a foreword by M.F.K. Fisher, the acclaimed "Living My Life" by Emma Goldman, and a few volumes in the award-winning Harry Potter series.

Soft sciences, hard sciences, world history, art, travel books, language books: One of the

many unusual finds that have come their way includes a British-published, first-edition Lord of the Rings trilogy. It sold quickly-- and lucratively. The store also offers a large collection of classical CDs, and sometimes very rare jazz LPS, and vinyl offerings of rock and blues. Greeting cards and postcards, chosen by Val from a selection of vendors, are cutting edge and hip, and the shop also carries daily newspapers for sale.

The shop's main clientele are neighborhood residents who seek sanctuary in a good book, good music or more. Jacques notes "We really do rely on the locals to shop here." Val acknowledges that the shop is "our life" and the care that goes into running the store reflects that. It is only one of a handful of second-hand booksellers that remain in the District. Along with Jacques and Val, longtime staff includes Erica, and Liam. Additional part-time staff work some evenings.

Jacques attributes the success of Idle Time Books to the complimentary skills both he and Val bring to the business. He knows books, but allows that "you can't run a bookstore without good bookkeeping. If you can't keep the books you go out of business." He attributes that success to Val. Adams Morgan Main Street salutes the 25<sup>th</sup> anniversary of Idle Time Books this coming September, and with Val's business acumen and Jacques' expertise in books, looks forward to more years of continued success.

Idle Time Books is open 11:00 a.m. to 10:00 p.m. 7 days a week. It closes early New Year's and Christmas Eve; Closed Christmas Day.

### Booty Shakin'



Shake Your Booty, a modern but funky women's clothing and shoe store on 18<sup>th</sup> St, is celebrating their ten year anniversary this August -- and with unique product lines and a fun, carefree attitude, they have much to celebrate as exemplified by their loyal clientele and excellent media

reviews.

Owner Kathy Amoroso had wanted to own a boutique since she was young, but until 1996 her dream had yet to be realized. Frustrated working in middle management, she and a partner (although she is now the sole proprietor) decided to become entrepreneurs.

The store opened in a basement storefront in Adams Morgan, selling just shoes, and has

since moved twice to a bigger, brighter storefront. After a few years, Shake Your Booty opened a second location in Georgetown until construction in the area limited access to the store, security concerns slowed tourist influx into the city, and the store was forced to close. The Adams Morgan location, however, has experienced growth both in product offerings and profits, expanding since its inception to offer jewelry and clothing.

The store caters to young, hip, working women who want to look good without spending a fortune, and its success is due to successfully capturing the market in the Adams Morgan area. After All About Jane, a women's clothing store in Adams Morgan closed, Shake Your Booty started featuring dresses and other clothing items, which proved to be a hit. Says Amoroso, "Our merchandise is made in the same factories and is of the same quality as the more highly-priced items, but I don't believe in marking merchandise up to some absurd price because, I too, appreciate the value of a good bargain," and no doubt her customers agree.

Customer service is clearly part of a successful business, and Shake Your Booty has mastered this as well. "We don't hire women to work in the store (or men who we have had working at one time or another-) who take fashion over seriously and give off attitude," says Amoroso. "They're genuinely helpful, pleasant people who enjoy fashion and love shoes." They also attract business during their annual sale, which they're not afraid to call a "big ass sale" -- 30-50% off almost everything in the store, with added discounts on top of that.

Shake Your Booty's tongue-in-cheek attitude, combined with an effective business plan, and good management, has made them into a seriously successful business. Amoroso calls Shake Your Booty the place for "the kind of woman who enjoys shopping in a fun, laid-back atmosphere without attitude, where women can appreciate fashion and share their passion for beautiful things."

Visit Shake Your Booty at 2439 18<sup>th</sup> St. NW, Washington DC, 20009. (202) 518-8505, [www.shakeyourbootyshoes.com](http://www.shakeyourbootyshoes.com)

# AdamsMorgan MainStreet Group, Inc.

Combining Diverse Pieces to Make a Beautiful Puzzle



## Newsletter

August/September 2006

### The HOT List

Adams Morgan is a vibrant, dynamic neighborhood. "The HOT List" is the source to find out what's new in your neighborhood.

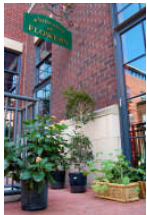
After 14 years on U Street, **Meeps is moving!** On August 12<sup>th</sup> they will have their Grand Reopening. AdamsMorgan Main Street welcomes them to **2104 18th Street, NW.** (formerly the video store.) This new retail, an established vintage clothing store is a fabulous addition to Adams Morgan, with its big, bright, street-level new space. Danni Sharkey and Leann Trowbridge are thrilled with the move and plan to offer tried-and-true selections of wearable, affordable vintage, local designer pieces, great sunglasses and costume accessories- PLUS, some new surprises. On Aug 12, Join DJs, Drinks, snacks, and door prizes at the Grand opening. The store will be open Tuesday – Saturday 12–7 and Sunday 12-5. Call 202-265-6546 or [www.meepsdc.com](http://www.meepsdc.com) Visit often, to check out new arrivals!



Mark your calendars for Sunday, October 1, when **Crafty Bastards** returns to the grounds of Marie Reed school. Organized and hosted by Adams Morgan's own **Washington City Paper**, it features one-of-a-kind art with some 100 small vendors. As an alternative newsweekly, Washington City Paper seeks to connect the voice and vision of the independent craft community via its Classifieds section, Crafty Bastards, where independent craftspeople sell their wares. Enjoy a fun, outdoor event with a fashion show by our own local UnSung Designers and Pancake Mountain children's performers.



Everyone needs a break, and two of our local businesses are going to take theirs. Our neighborhood florist Sefika Kurt from **A Little Shop of Flowers**, 2421 18<sup>th</sup> St, NW will be on vacation from August 6-24. When she returns the shop will be open from 9 am to 7 pm on weekdays and Saturdays, Sundays 12 noon to 5 pm. Call 202-387-7255. While **La Fourchette**, 2429 18<sup>th</sup> St, NW will be closing for vacation July 27-August 16. They will reopen on August 17<sup>th</sup>. Call 202-332-3077. **Duplex Diner** will be closed from Aug. 21 until Sept. 6, when Eric Hirschfield will show off the brand new bathrooms and possibly some new menu items.



**BB&T Bank.** at 1801 Adams Mill Rd, NW. opened its doors to the public in June. Their newest additions are two ATM machines one on Adams Mill Road the other on Columbia Road. The branch is open Monday – Thursday 9 - 5, Friday 9 - 6, and on Saturday from 9 – 12. For more information, please call BB&T at 202-332-3891. On **Saturday Aug. 26<sup>th</sup> they will host their Grand Opening Celebration 9:00am-4:00pm** which is open to the entire community. There will be a Taste of Adams Morgan featuring local restaurants, prizes, games and much more. Be sure to put this on your calendar. AND BB&T FIXED THE CLOCK!



**City Living Magazines** are preparing for the fall issues now! They made their debut in Adams Morgan this summer after publishing for a year in other parts of DC. Some local merchants have seen an increase in business as a result of advertising in City Living which mailed to 25,000 homes throughout Adams Morgan, Kalorama, U St. and Dupont Circle. City Living is offering a referral rewards program for businesses that refer other business owners which will get them a discount on their next ad. Two winners will be announced in the next issue and receive a \$50 gift certificate to a business of their choice in the neighborhood. Get your ad in now so you can increase your business this fall and enter the next contest! Owned and operated by Adams Morgan residents, Dusty and Dawn Codd. For more information call them at 202-518-9225 or [www.citylivingmagazines.com](http://www.citylivingmagazines.com)



**Foot Action**, 1815 Columbia Road is now open. Showing their patriots colors they will give 20% discounts to the military. They also have a Star Card Program where you get \$10 off of a \$50 purchase when you sign up. Then you will continue to get coupons mailed to you throughout the course of the year. They are open Monday – Saturday from 10-8 and on Sunday from 11-6. You'll be sure to get some foot action at Foot Action. Call 202-328-1973 for more information.



**FIDMI-Mi Tierra** is now open in the former Latin American Youth Center at 1736 Columbia Rd.,NW. This is a social enterprise non-profit, that is partnered with the Lafayette Federal Credit Union. FIDMI is the International Migrants Development Fund. They promote democratic participation of Latino immigrants and their families in the formal financial system through economic development, financial literacy, advocacy and community reinvestment. You can call 202-483-8900 or Fax (202)483-8886 for additional information or check out their websites at [www.fidmi-mitierra.org](http://www.fidmi-mitierra.org) or [www.lfcu.org](http://www.lfcu.org) or E-mail: [admin@fidmi-mitierra.org](mailto:admin@fidmi-mitierra.org)



# AdamsMorgan MainStreet Group, Inc.

Combining Diverse Pieces to Make a Beautiful Puzzle



## Newsletter

August/September 2006

### EVENTS

#### Monday, August 7

2:00pm – 3:30pm

#### **Adams Morgan Main Street Business Mixer**

Mint Fitness, 1724 California St. NW

"Maximizing Your Benefits from Upcoming Community Events."

Best business practices will be offered in this FREE networking and sharing-take-away of ideas session. Join other business owners, consultants, organizations and Main Street.

#### **Once Upon a Mattress**

Sitar Center for the Arts, 1700 Kalorama Rd. NW, Ste 101

Presented by the Sitar Center for the Arts, this musical gives inner city youth the chance to show off their talents and build artistic confidence.

#### **DC Public Schools "Beautification Day"**

Sponsored by the DC Public Schools to help spruce up our schools on the Saturday before classes begin.

Contact Reed Cooke Neighborhood Assn Jeff Wilkes at: [jwilkes@earthlink.net](mailto:jwilkes@earthlink.net)

#### **Adams Morgan Day Festival 2006**

Festival goers will enjoy a variety of live music and dance acts across several stages, interesting and diverse vendors, and the unique Dance Plaza and Kids Fair as well as Cultural stage.

#### **Crafty Bastards (offered by Washington City Paper)**

Marie Reed School grounds.

See Hot List Entry

#### August 10 - 12

7:00pm

#### August 13

2:00pm

#### Saturday, August 26

8:00 – 1:00 pm

#### Sunday, September 10

12:00pm – 7:00pm

#### Sunday, October 1

10:00am – 5:00PM

### AdamsMorgan MainStreet Plans Adams Morgan Day Festival 2006

A bee hive of activity is hidden behind the slow vacation days of August as residents and businesses prepare for the 28<sup>th</sup> annual Adams Morgan Day Festival. AdamsMorgan Main Street Group and its volunteers are busy with behind-the-scenes work to organize and produce a festival known for celebrating international cuisine, cultures, diversity, and music, and profiled on national and regional travel guides.

The Festival attracts a region-wide audience, and AdamsMorgan MainStreet is proud of the support shown by the local business and non-profit community who participate in various ways.

#### Some Highlights:

- Dance Plaza - featuring such groups as Afro-Cuban rumba, Bolivian dance troupe, West African dance, and a youth step group. New in 2005, people loved watching, learning, and even joining in!
- Commemorative T-shirt - features original and colorful artwork, "Dancers" by Jennifer

Golden, a local artist. New this year is collaboration with the U.S. Postal Service who will be offering a "one day only" Adams Morgan Day Festival Postmark cancellation envelope for purchase. Some of the local businesses with logos on the commemorative T-shirts include Adams Mill Bar & Grill, Chloe, Amsterdam Falafel, Millie-n-Al's, and Tom Tom.

- Florida & Columbia live music stages – performances such as The Ed Hahn Quintet (Contemporary Jazz), Cubano Groove (Latin/Salsa), Third Eye Reggae Band (Caribbean), Peter Edelman Jazz Quintet, Nayas, Supreme Commander, and Madam's Organ's blues & bluegrass groups.
- Cultural Stage – showcases a broad mix of musical genres, theater, dance, and cultural performances, including Adams Morgan's own Sitar Center students. The Major Festival Sponsors are the Adams Morgan Business Improvement District, PNC Bank and BB&T Bank.

- "Arts on Belmont" - 30 artisans displaying original artwork in a variety of media. Other important sponsors are Bank of America and Citibank.

- Kid's Fair - face-painters, jugglers, clowns and other performers on a mini-stage, in addition to the moon bounce and rock wall. Educational exhibits about the human body, mechanics, nature and biology, are offered by Celebra La Ciencia/Celebrate Science in English and Spanish

Adams Investment Group, DC Lottery, Hilton Washington, Harris Teeter, DC Chartered Health, Safeway, and Comcast also participate as sponsors. To volunteer, contact Irving Washington at: [VolsAMDay@AMMainStreet.org](mailto:VolsAMDay@AMMainStreet.org) or festival director Cassandra Kearse at (202) 232-1978 or [AMDay@AMMainStreet.org](mailto:AMDay@AMMainStreet.org).

Check for vendor application and Festival info at: [www.AMMainStreet.org](http://www.AMMainStreet.org).

### VOLUNTEER OPPORTUNITIES

Want to help with our Re-Forest Project? We are bringing new trees or just help care for the existing ones! Do you like writing articles or working with new businesses? Or are you interested in the artistic renovation of the historic fire and police call boxes? Volunteer to work on events, special promotion activities, economic diversification, fundraisers, or help us with computer stuff in the office! Adams Morgan is OUR neighborhood. We are a volunteer-driven, public-private partnership which operates on raised funds and in-kind donations (and diminishing DC seed funds). Please visit [www.AMMainStreet.org](http://www.AMMainStreet.org) and fill out a volunteer form.

### ACKNOWLEDGEMENTS

Thank you to the Promotions Committee volunteers who contributed to this newsletter: Dusty Codd, Suzanne Meyer, Dawn Codd, Thomas Mapp, Heather Steele, Thom Ward, Molly Hartman, Lisa Duperier, and Paul Wong, Committee Chair. And to reStore DC for seed funding. If you would like to work on Promotions activities, contact Paul at: [paul.m.wong@gmail.com](mailto:paul.m.wong@gmail.com)

Adams Morgan Main Street is volunteer-driven, non-profit 501(c)3 organization comprised of residents, businesses, and non-profits working together to improve the neighborhood business area and preserve its multicultural dynamism. The revitalization and strengthening of Adams Morgan is designed to build on the multicultural characteristics of Adams Morgan, to retain and strengthen minority employment and upward mobility in its small businesses, and to contribute to improved promotion and appearance.

501(c)3 Federal & DC tax-exempt organization # 01-0682258  
P.O. Box 21564, 1815 Adams Mill Rd NW, 2<sup>nd</sup> Floor, Washington, DC 20009  
Tel: 202-232-1960 Fax: 202-232-1978 [info@AMMainStreet.org](mailto:info@AMMainStreet.org)

Visit Us Online! · [www.AMMainStreet.org](http://www.AMMainStreet.org) p.4